ORDER

Orders Order / Rev: 101884 > Alt Order #; 06815345 Próduct Desc: **OCEGUERA 4 CONGRESS** Estimate: 1184 Flight Dates: 09/25/12 - 10/01/12 Primary AE: Amy McCreary Original Date / Rev: 05/21/12 / 05/25/12 Sales Office: BLPHI Order Type: GENERAL. Sales Region: National Agency Name: GMMB, Inc./ Washington D.C. **Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast 1010 Wisconsin Ave. NW Billing Cycle: EOM/EOC Washington, DC 20007 Agency Commission: 15% Oceguera for Congress Advertiser Name: Demographic: A35+ New Business Thru: Product Codes: PLC02 Order Separation: 00:15:00 Priority: SELECT PRIORITY CODE Advertiser External ID:

Bill Plan

Start Date	Start Date End Date		Gross Amount	Net Amount		
08/27/12	09/30/12	33	\$8,705.00	\$7,399.25		
10/01/12	10/01/12	7	\$2,560.00	\$2,176.00		

Totals

Agency External ID:

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	33	\$8,705.00	\$7,399.25	0.00
October 2012	7	\$2,560.00	\$2,176.00	0.00
Totals	40	\$11,265,00	\$9.575.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

POLITICAL/AGY, PCAN, GEN

	Share	Ťotal			
KSNV	20%	\$11,265.00			
Market	100%	\$56,325.00			

Revenue Codes:

	•	•
Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	26%	\$14,644.50
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	21%	\$11,828.25
KTUD	1%	\$563,25
KVVU	22%	\$12,391.50
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	10%	\$5,632.50

L.	n Ch	Start	End	Inventory Code	Break	Start/End Tim	ne Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E	1 KSNV	09/25/12		M-F 5-6a WakeUp w/\ M-F 5-6a WakeUp w/\	~	5-6a	MTWTF	:30	2	\$135.003	0.00 NM	2	\$270.00
	WAKE	T HTIW 9L											
	<u>Sta</u>	rt Date I	nd Date	Weekdays Spo	ts/Week	<u>Rate</u> <u>F</u>	Rating						

Print Date: 05/29/12 08:27:20

KSNV

27:20 Page 2 of 3

Order / Rev:

101884

Advertiser:

Oceguera for Congress

Alt Order #:

06815345

Product Desc:

OCEGUERA 4 CONGRESS

Flight Dates:

09/25/12 - 10/01/12

Estimate:

1184

E 1 KSNV 09.	art End	Inventory Code M-F 5-6a WakeU		Start/End T		Len Sp	_		Rtg Type		Amount
	WITH THE WAG	M-F 5-6a Wakel		5-6a	MTWTF	:30	2	\$135.003	0.00 NM	2	\$270.00
Start Da Week: 09/25/1	ate End Date		Spots/Week 2	<u>Rate</u> \$135.00	Rating 0.00					-	
		M-F 6-7a WakeU M-F 6-7a WakeU	MgsW/w q	6-7a	MTWTF	:30	3	\$275.003	0.00 NM	3	\$825.00
Start Da		<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 09/25/1 E 3 KSNV 09/	2 10/01/12 25/12 10/01/12	MTWTF 2 Today Show	CM	\$275.00 658a-9am	0.00 MTWTF	:30	4	\$300.003	0.00 NM	4	\$1,200.00
TODAY SH		Today Show									
<u>Start Da</u> Week: 09/25/1		<u>Weekdays</u> MTWTF	Spots/Week 4	<u>Rate</u> \$300.00	Rating 0.00						
E 4 KSNV 09.	29/12 09/29/12 TODAY	Saturday Today Saturday Today	CM	7a-9am	S-	:30	1	\$225.003	0.00 NM	1	\$225,00
<u>Start Da</u> Week: 09/24/1	ate End Date	<u>Weekdays</u> S-	Spots/Week 1	<u>Rate</u> \$225.00	Rating 0.00						
	30/12 09/30/12	Sunday Today Sunday Today	CM	7a-8am	S	:30	1	\$175.003	0.00 NM	1	\$175.00
TODAY ON <u>Start Da</u> Week: 09/24/1	ate <u>End Date</u>	Weekdays	Spots/Week	<u>Rate</u> \$175.00	Rating 0,00						
	30/12 09/30/12		CM	8a-9am	5	:30	1	\$340.003	0.00 NM	1	\$340.0
MEET THE <u>Start Da</u> Week; 09/24/1	ate End Date	Weekdays	Spots/Week	<u>Rate</u> \$340.00	Rating 0.00						
		M-F Today Show M-F Today Show		9-10a	MTWTF	:30	2	\$150,003	0.00 NM	2	\$300.00
TODAY SHO Start Da Week: 09/25/1	ate End Date	Weekdays MTWTF	Spots/Week 2	<u>Rate</u> \$150.00	Rating 0.00						
E 8 KSNV 09	25/12 10/01/12	M-F Today Show Today 4th Hour		10am-11am	MTWTF	:30	2	\$100.003	0.00 NM	2	\$200.00
TODAY SHO Start Da Week: 09/25/1	ate End Date	<u>Weekdays</u> MTWTF	Spots/Week	<u>Rate</u> \$100.00	Rating 0.00						
E 9 KSNV 09	25/12 10/01/12		CM	2pm-3pm	MTWTF	:30	2	\$100.003	0.00 NM	2	\$200.00
THE DOCTO Start Da	ORS a <u>te End Date</u>	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 09/25/1 E 10 KSNV 09/		MTWTF News 3 Today W		\$100.00 9a-930am	0.00 s	:30	1	\$175.003	10.00 NM	1	\$175.00
	DAY/WKEND	News 3 Today	Consta AA(a a k	D-1-	Datin						
Week: 09/24/1		Weekdays S		\$175.00	Rating 0.00						
E 11 KSNV 09/ DR. PHIL	20/12 10/01/12	Dr. Phil	CM	3-4p	MTWTF	:30	3	\$175.003	0.00 NM	3	\$525.0
<u>Start Da</u> Week: 09/25/1		<u>Weekdays</u> MTWTF	<u>Spots/Week</u> 3	<u>Rate</u> \$175.00	Rating 0.00						
E 12 KSNV 09/		News 3 at 4 News 3 at 4	CM	4-430p	MTWTF	:30	2	\$250.003	0.00 NM	2	\$500.0
	/S 3 AT FOUR ate <u>End Date</u>	Weekdays	Spots/Week	<u>Rate</u>	Rating						
Week: 09/25/1		MTWTF		\$250.00	0.00						

Print Date: 05/29/12 08:27:20 Page 3 of 3

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Product Desc:

OCEGUERA 4 CONGRESS

Flight Dates:

09/25/12 - 10/01/12

Estimate:

1184

Ln Ch	Start	End	Inventory Code News 3 at 430pm	Break	Start/End Ti	me Days	Len S	pots	Rate Pri	Rtg Type S	pots	Amount
NEMO	4 AT 400		News 3 at 4:30Pi	Л								
	4 AT 430 irt Date	End Date 10/01/12	<u>Weekdays</u> MTWTF~~	Spots/Week	<u>Rate</u> \$250.00	Rating 0.00						
E 14 KSNV			M-F Early News M-F Early News	СМ	5-630p	MTWTF	:30	4	\$375.003	0.00 NM	4	\$1,500.00
EARLY	NEWS		,									
<u>Sta</u> Week: 09/	rt Date	<u>End Date</u> 10/01/12	<u>Weekdays</u> MTWTF	Spots/Week 4	<u>Rate</u> \$375.00	Rating 0.00						
			M-F Jeopardy	CM	630-7pm	MTWTF	:30	1	\$350.003	0.00 NM	1	\$350.00
			M-F Jeopardy						,			,,,,,,,
JEOPAI		Cud Data	10to o ledovo	Omata 884a ali	Dete	Detina						
Sta Week: 09/	<u>rt Date</u> /25/12	<u>End Date</u> 10/01/12	<u>Weekdays</u> MTWTF	Spots/Week 1	<u>Rate</u> \$350.00	Rating 0.00				1		
E 16 KSNV				СМ	7-730pm	MTWTF	:30	1	\$225.003	0.00 NM	1	\$225.00
			M-F Wheel of For	rtune	'							
	OF FOR		Missississis	O t 00/ l-	Dete	Deller						
Sta Week: 09/	<u>rt Date</u> /25/12	End Date 10/01/12	<u>Weekdays</u> MTWTF	Spots/Week 1	<u>Rate</u> \$225.00	Rating 0.00						
-			Wknd Wheel of F		7-730pm	S-	:30	1	\$135.003	0.00 NM	1	\$135.00
	OF FOR	RTUNE								i		
Week: 09/		End Date 09/30/12	<u>Weekdays</u> S-	Spots/Week 1	Rate \$135.00	Rating 0.00						
E 18 KSNV	10/01/1	2 10/01/12	Mon PR 8-10p	CM	8-10pm	M	:30	1	\$850.003	0.00 NM	1	\$850.00
THE VO	DICE		Monday Prime 8-	Tupm	-							
	rt Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
Week: 10/		10/07/12	M	1	\$850.00	0.00						
E 19 KSNV	09/25/1	2 09/25/12	Tues PR 10-11p	CM	10-11pm	-T	:30	1	\$900.003	0.00 NM	1	\$900.00
PAREN	ITHOOD		Tuesday Prime 1	U-11pm								
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 09/		09/30/12	-T	1	\$900.00	0.00						
		2 09/28/12	Fri PR 9-10p Friday Prime 9-1	CM Opm	9-10pm	F	:30	1	\$750.003	0.00 NM	1	\$750.00
GRIMM		End Date	Weekdays	Spots/Week	Pato	Poting						
<u>اده</u> Week: 09	<u>rt Date</u> /24/12	09/30/12	<u>vveekdays</u> F	<u> 3pois/week</u>	<u>Rate</u> \$750.00	Rating 0.00	•					
			M-F News 3 at El M-F News 3 at E		11pm-1135pr		:30	2	\$375.003	0.00 NM	2	\$750.00
	3 NIGHT	SIDE										
	art Date	End Date	<u>Weekdays</u> MTWTF	Spots/Week 2		Rating						
Week: 09/ E 22 KSNV		10/01/12 2 10/01/12	The Tonight Show		\$375.00 1135p-1237a	0.00 MTWTF	:30	2	\$185.003	0.00 NM	2	\$370.00
		N W/ JAY LI	Tonight Show						• · - 3·•- 3		_	,
	art Date	End Date	Weekdays	Spots/Week		Rating						
Mook: 00	/25/12	10/01/12	MTWTF	2	\$185.00	0.00						